

## CLAIMS

What is claimed is:

1. A method for gathering a plurality of evaluations from a plurality of users who evaluate a distributed content page using a content rating window; wherein the content rating window is based on the characteristics of each user.
2. The method of claim 1 comprising:
  - installing an evaluation program on a computer;
  - wherein the evaluation program performs steps comprising:
    - accepting access by one of the plurality of users to the distributed content page;
    - creating a user session;
    - accepting a user evaluation of the distributed content page; and
    - saving the user evaluation as a user rating, wherein the user rating is cross-referenced with the user session.
3. The method of claim 2 wherein the user session tracks the user's navigation of a plurality of the distributed content pages.
4. The method of claim 3 wherein the evaluation program further performs steps comprising:
  - determining whether the distributed content page is associated with the content rating window;
  - responsive to the determination that the distributed content page is associated with the content rating window, determining whether the user meets a minimum evaluation criteria for the content rating window;

responsive to the determination that the user meets the minimum evaluation criteria for the content rating window, giving the user the opportunity to evaluate the distributed content page;

determining whether the user desires to evaluate the distributed content page; and  
responsive to the determination that the user desires to evaluate the distributed content page, displaying the content rating window.

5. The method of claim 4 wherein the evaluation program further performs steps comprising:

responsive to the determination that the distributed content page is not associated with the content rating window, determining whether the user has accessed a different distributed content page.

6. The method of claim 5 wherein the evaluation program further performs steps comprising:

responsive to the determination that the user does not meet the minimum evaluation criteria for the content rating window, determining whether the user has accessed the different distributed content page.

7. The method of claim 6 wherein the evaluation program further performs steps comprising:

responsive to the determination that the user does not desire to evaluate the distributed content page, determining whether the user has accessed the different distributed content page.

8. The method of claim 7 wherein the evaluation program further performs steps comprising:

responsive to the determination that the user has accessed the different distributed content page, repeating the steps in claim 7.

9. The method of claim 8 wherein the evaluation program further performs steps comprising:

responsive to the determination that the user has not accessed the different distributed content page, closing the user session.

10. The method of claim 9 wherein the user is offered an incentive for evaluating the distributed content page.
11. The method of claim 10 wherein the incentive is gifts, points, or miles.
12. The method of claim 11 wherein the incentive is tracked in the user rating.
13. The method of claim 12 wherein the user saves the user rating in a memory and completes the user rating at a later date.
14. The method of claim 13 wherein the user rating may be categorized by any of the fields in the user session or the user rating.
15. The method of claim 14 wherein the user completes the user rating by email, web browser, or telephone.
16. The method of claim 15 wherein the user rating gathers evaluative information from the user based on the user's complete navigation of the plurality of the distributed content pages.
17. The method of claim 16 wherein the user rating allows the user to evaluate the plurality of the distributed content pages.
18. The method of claim 17 wherein the user reviews the distributed content page simultaneous with reviewing the content rating window.
19. The method of claim 18 wherein distributed content administrator can distinguish between an accidental distributed content page request and an intentional distributed content page request by analyzing a duration data in the user session.
20. The method of claim 19 wherein the distributed content page is a webpage.

21. The method of claim 20 wherein the distributed content page is displayed on a portable electronic device.

22. A program product operable on a computer comprising:

a computer-usable medium;

wherein the computer usable medium comprises instructions for a computer to perform steps comprising:

accepting access by a user to a distributed content page;

creating a user session;

accepting a user evaluation of the distributed content page; and

saving the user evaluation as a user rating, wherein the user rating is cross-referenced with the user session.

23. The program product of claim 22 wherein the user session tracks the user's navigation of a plurality of the distributed content pages.

24. The program product of claim 22 wherein the steps further comprise:

determining whether the distributed content page is associated with a content rating window;

responsive to the determination that the distributed content page is associated with the content rating window, determining whether the user meets a minimum evaluation criteria for the content rating window;

responsive to the determination that the user meets the minimum evaluation criteria for the content rating window, giving the user the opportunity to evaluate the distributed content page;

determining whether the user desires to evaluate the distributed content page; and responsive to the determination that the user desires to evaluate the distributed content page, displaying the content rating window.

25. The program product of claim 24 wherein the content rating window is based on the characteristics of each user.

26. The program product of claim 24 wherein the steps further comprise:

responsive to the determination that the distributed content page is not associated with the content rating window, determining whether the user has accessed a different distributed content page.

27. The program product of claim 24 wherein the steps further comprise:

responsive to the determination that the user does not meet the minimum evaluation criteria for the content rating window, determining whether the user has accessed the different distributed content page.

28. The program product of claim 24 wherein the steps further comprise:

responsive to the determination that the user does not desire to evaluate the distributed content page, determining whether the user has accessed the different distributed content page.

29. The program product of claim 24 wherein the steps further comprise:

responsive to the determination that the user has accessed the different distributed content page, repeating the steps in claim 24.

30. The program product of claim 24 wherein the steps further comprise:

responsive to the determination that the user has not accessed the different distributed content page, closing the user session.

31. The program product of claim 24 wherein the user is offered an incentive for evaluating the distributed content page.
32. The program product of claim 31 wherein the incentive is gifts, points, or miles.
33. The program product of claim 31 wherein the incentive is tracked in the user rating.
34. The program product of claim 24 wherein the user saves the user rating in a memory and completes the user rating at a later date.
35. The program product of claim 24 wherein the user rating may be categorized by any of the fields in the user session or the user rating.
36. The program product of claim 24 wherein the user completes the user rating by email, web browser, or telephone.
37. The program product of claim 24 wherein the user rating gathers evaluative information from the user based on the user's complete navigation of a plurality of the distributed content pages.
38. The program product of claim 24 wherein the user rating allows the user to evaluate a plurality of the distributed content pages.
39. The program product of claim 24 wherein the user reviews the distributed content page simultaneous with reviewing the content rating window.
40. The program product of claim 24 wherein distributed content administrator can distinguish between an accidental distributed content page request and an intentional distributed content page request by analyzing a duration data in the user session.
41. The program product of claim 24 wherein the distributed content page is a webpage.
42. The program product of claim 24 wherein the distributed content page is displayed on a portable electronic device.

43. An apparatus for gathering a plurality of evaluations from a plurality of users who evaluate a distributed content page using a content rating window, the apparatus comprising:

means for accepting access by one of the plurality of users to the distributed content page;

means for creating a user session;

means for accepting a user evaluation of the distributed content page;

means for saving the user evaluation as a user rating, wherein the user rating is cross-referenced with the user session;

wherein the user session tracks the user's navigation of the distributed content page;

means for determining whether the distributed content page is associated with the content rating window;

responsive to the determination that the distributed content page is associated with the content rating window, means for determining whether the user meets a minimum evaluation criteria for the content rating window;

responsive to the determination that the user meets the minimum evaluation criteria for the content rating window, means for giving the user the opportunity to evaluate the distributed content page;

means for determining whether the user desires to evaluate the distributed content page;

responsive to the determination that the user desires to evaluate the distributed content page, means for displaying the content rating window;

wherein the content rating window is based on the characteristics of each user;

responsive to the determination that the distributed content page is not associated with the content rating window, means for determining whether the user has accessed a different distributed content page;

responsive to the determination that the user does not meet the minimum evaluation criteria for the content rating window, means for determining whether the user has accessed the different distributed content page;

responsive to the determination that the user does not desire to evaluate the distributed content page, means for determining whether the user has accessed the different distributed content page;

responsive to the determination that the user has accessed the different distributed content page, means for repeating the steps herein;

responsive to the determination that the user has not accessed the different distributed content page, means for closing the user session;

wherein the user is offered an incentive for evaluating the distributed content page;

wherein the user saves the user rating in a memory and completes the user rating at a later date;

wherein the user rating may be categorized by any of the fields in the user session or the user rating;

wherein the user completes the user rating by email, web browser, or telephone;

wherein the user rating gathers evaluative information from the user based on the user's complete navigation of a plurality of the distributed content pages;

wherein the user rating allows the user to evaluate the plurality of the distributed content pages;



wherein the user reviews the distributed content page simultaneous with reviewing the content rating window;

wherein distributed content administrator can distinguish between an accidental distributed content page request and an intentional distributed content page request by analyzing a duration data in the user session;

wherein the distributed content page is a webpage; and

wherein the distributed content page is displayed on a portable electronic device.

44. The apparatus of claim 43 wherein the incentive is gifts, points, or miles.

45. The apparatus of claim 43 wherein the incentive is tracked in the user rating.